

English Riviera: Coverage Report

**Q2 Report 2025
(April – June)**

www.fourmarketingagency.com

Coverage summary in numbers

	Q2 2025 Results
Total pieces of coverage	101
Total opportunities to see	277,882,700
Total number of press releases, media alerts and bespoke broadcast opportunities	13
Total number of interview opportunities secured	6
News reported in positive sentiment	100%

Total pieces of coverage secured in 2025: 156

Strategy & Ambassador Relations

2025 Planning and Strategy

- Progressed content on 12-month PR planner, tailoring all activity to priority demographics and focusing on key ERBID events.
- Continued a comprehensive media outreach strategy, prioritising journalist engagement to secure press trips for Brixham, Seafood FEAST and Agatha Christie Festival.
- Delivered ongoing PR activity to promote Brixham through a dedicated campaign designed to highlight the town.
- Secured an exclusive feature on BBC Spotlight for VE Day 2025, showcasing Brixham and its local residents and businesses.
- Crafted and issued nine press releases, as well as multiple media alerts, securing a range of national, regional and relevant trade coverage.
- Coordinated a press trip for The Guardian (coverage to be shared in Q3 report).
- Regular reporting, including mid-month reports, quarterly reports and adhoc activity evaluations.



Ambassador Workshops

- We hosted the second ERBID Ambassador Workshop in May 2025, attended by 17 key ERBID Ambassadors.
- Worked collaboratively with the ERBID Ambassadors to promote their business news, events, and bespoke offerings to various national, regional and trade press.
- Pamela Badham, Director of Four Marketing Agency, will visit the English Riviera to host the next Ambassador Workshop in-person on 03 – 04 November 2025.

Appendix: Coverage Summary

‘Waverley announces first visit to English Riviera since the 1980s’

- The Herald (print) Waverley announces first visit to English Riviera since the 1980s (OTS = 11,364)
- The Herald (online) Waverley announces first visit to English Riviera since the 1980s (OTS = 300,000)
- Yahoo News UK (online) Waverley announces first visit to English Riviera since the 1980s (OTS = 9,900,000)
- Time Out (online) Waverley announces first visit to English Riviera since the 1980s (OTS = 18,200,000)
- Travel Daily Media (online) Waverley announces first visit to English Riviera since the 1980s (OTS = 158,600)

‘UK’s biggest outdoor water park is reopening just in time for Easter’

- The Sun (online) SPLASH OUT Inside UK’s biggest outdoor water park with 8 thrilling slides & its own ‘island’ that’s reopening in time for Easter (OTS = 12,481,380)
- The Scottish Sun (online) SPLASH OUT Inside UK’s biggest outdoor water park with 8 thrilling slides & its own ‘island’ that’s reopening in time for Easter (OTS = 6,481,380)
- The Irish Sun (online) SPLASH OUT Inside UK’s biggest outdoor water park with 8 thrilling slides & its own ‘island’ that’s reopening in time for Easter (OTS = 1,036,740)
- Mail Online (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 5,077,379)
- Metro UK (print) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 7,078,320)
- MSN Phillippines (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 6,300,000)
- MSN New Zealand (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 10,200,000)
- Express Digest (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 34,000)
- Express (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 17,329,860)
- Devon Live (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 1,274,415)

Appendix: Coverage Summary

'UK's biggest outdoor water park is reopening just in time for Easter' (continued)

- MSN (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 26,000,000)
- BBC Radio Devon (broadcast) Jackie Richmond Interview (OTS = 944,000)
- Torbay Weekly (online) UK's biggest outdoor water park is reopening just in time for Easter (OTS = 40,503)

'English Riviera Airshow'

- Devon Live (online) English Riviera Airshow returns as Red Arrows announced (OTS = 1,274,415)
- Yahoo News UK (online) English Riviera Airshow returns as Red Arrows announced (OTS = 9,900,000)
- Flightline UK (online) English Riviera Airshow returns as Red Arrows announced (OTS = 6,174)
- Group Travel World (online) English Riviera Airshow returns as Red Arrows announced (OTS = 5,000)
- Somerset Live (online) English Riviera Airshow returns as Red Arrows announced (OTS = 2,400,000)
- MSN (online) English Riviera Airshow returns as Red Arrows announced (OTS = 26,000,000)
- UK Aviation News (online) English Riviera Airshow returns as Red Arrows announced (OTS = 30,200)
- Travel Daily Media (online) English Riviera Airshow returns as Red Arrows announced (OTS = 158,600)
- Devon Daily (online) English Riviera Airshow returns as Red Arrows announced (OTS = 5,000)
- Western Morning News (print) Airshow will Soar Again (Circulation = 5,863)
- The International Travel Writers Alliance (print) The English Riviera Airshow (OTS = 2,150)
- Muddy Stilettos (online) Half-term boredom buster: 15+ fun things to do with kids (OTS = 52,684)

'VE Day 2025'

- BBC Spotlight (broadcast) VE Day in Brixham (OTS = 200,000)

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‘Solar Caravan’

- National World (online) Holiday the Sustainable Way: The UK’s first entirely solar-powered holiday caravan is in the English Riviera (OTS = 2,500,000)
- Bristol World (online) Holiday the Sustainable Way: The UK’s first entirely solar-powered holiday caravan is in the English Riviera (OTS = 221,370)
- Travel Mole (online) Devon holiday park unveils UK’s first fully solar-powered holiday caravan (OTS = 57,741)
- Travel News (online) Beverley Holidays Unveils UK’s First Fully Solar-Powered Caravan in English Riviera (OTS = 5,600)
- Herald Express (online) Holiday park embraces eco-tourism with first solar-powered caravan (OTS = 3,193)

‘Walking Festival’ Feature

- We are South Devon (online) Step Into the Story: English Riviera Walking Festival Champions Experiential Tourism (OTS = 14,053)
- UK Radio X FM (online) Step Into the Story: English Riviera Walking Festival Champions Experiential Tourism (OTS = 1,997,000)
- National World (online) Step Into the Story: English Riviera Walking Festival Champions Experiential Tourism (OTS = 2,300,000)
- Devon Daily (online) Step Into the Story: English Riviera Walking Festival Champions Experiential Tourism (OTS = 5,000)

‘Brixham in Images’

- We Are South Devon (online) ‘Brixham in Images’: New photography competition celebrates the town’s unique character and rich Heritage (OTS = 14,053)
- Torbay Weekly (online) £500 up for grabs in Torbay photography competition (OTS = 40,503)

Appendix: Coverage summary

‘What’s on in the English Riviera this Summer’

- National World (online) From brand-new underground cinema experiences to high-speed RIB rides and unique heritage adventures, the English Riviera announces its ultimate summer line up (OTS = 2,300,000)
- Bristol World (online) From brand-new underground cinema experiences to high-speed RIB rides and unique heritage adventures, the English Riviera announces its ultimate summer line up (OTS = 221,370)
- Devon Live (online) Balmy Devon resorts announce ultimate summer line up (OTS = 1,274,415)
- MSN (online) Balmy Devon resorts announce ultimate summer line up (OTS = 26,000,000)
- Yahoo News UK (online) Balmy Devon resorts announce ultimate summer line up (OTS = 9,900,000)

‘Blue Flag Beach Awards’

- National World (online) English Riviera’s beautiful beaches win seven prestigious Blue Flag Beach and Seaside Awards (OTS = 2,300,000)
- Bristol World (online) English Riviera’s beautiful beaches win seven prestigious Blue Flag Beach and Seaside Awards (OTS = 221,370)
- London World (online) English Riviera’s beautiful beaches win seven prestigious Blue Flag Beach and Seaside Awards (OTS = 960,000)

‘Sardine Festival’ media alert

- Devon Live (online) Devon is getting its own sardine festival with celebrity chefs (OTS = 1,274,415)
- Yahoo News UK (online) Devon is getting its own sardine festival with celebrity chefs (OTS = 9,900,000)
- Herald Express (print) Festival will bring live music, top names and sardines (OTS = 3,193)
- Torbay Weekly (online) New sardine festival to make a splash in Brixham (OTS = 40, 503)

Appendix: Coverage summary

'SUP World Cup 2026'

- Travel Daily Media (online) The English Riviera Prepares to Host 2026 Stand Up Paddling World Cup (OTS = 158,600)
- Teignmouth Today (online) Watersports World Cup will bring the bay a business bonanza (OTS = 15,368)
- Dawlish Gazette (online) Watersports World Cup will bring the bay a business bonanza (OTS = 20,779)
- Mid Devon Advertiser (online) Watersports World Cup will bring the bay a business bonanza (OTS = 81,149)
- BBC Spotlight (broadcast) SUP World Cup 2026 (OTS = 200,000)
- BBC Radio Devon (online) Brendon Prince Interview (OTS = 944,000)
- We are South Devon (online) The English Riviera prepares to host prestigious 2026 stand up paddling World Cup (OTS = 14,053)
- Torbay Weekly (online) Watersports World Cup will bring Torbay a business bonanza (OTS = 40,503)
- Western Morning News (online) Time for paddleboarders to stand up and be counted (OTS = 5,863)
- Devon Live (online) Devon's sunshine resort to become global capital in 2026 (OTS = 1,274,415)
- Yahoo News UK (online) Devon's sunshine resort to become global capital in 2026 (OTS = 9,900,000)

'Brixham Pirate Festival'

- Devon Live(online) Brixham Pirate Festival 2025 everything you need to know (OTS = 1,274,415)
- Yahoo News UK (online) Brixham Pirate Festival 2025 everything you need to know (OTS = 9,900,000)
- Herald Express(print) Exciting Bumper of Summer Events (OTS = 3,193)
- Muddy Stilettos (online) Bank holiday bangers! 20+ things to do this weekend (OTS = 52,684)
- Torbay Weekly (online) Pirates all set to invade Brixham over Bank Holiday weekend (OTS = 40,503)
- Greatest Hits Radio (online) Family Day for world's biggest pirate festival event (OTS = 820,000)
- Western Morning News (print) Shiver me timbers, the Pirates return (OTS = 5,863)

Appendix: Coverage summary

'Brixham Pirate Festival' (continued)

- Yahoo News UK (online) Pirates set to take over Brixham harbour as town gears up for festival weekend (OTS = 9,900,000)
- Devon Live (online) Pirates set to take over Brixham harbour as town gears up for festival weekend (OTS = 1,274,415)
- Travel Alliance (online) Brixham Pirate Festival (OTS = 5,000)

'Fireball World Championships 2026'

- We Are South Devon (online) The Fireball World Sailing Championships Return to UK for the first time since 1981 (OTS = 14,053)
- National World (online) The Fireball World Sailing Championships return to UK for the first time since 1981 (OTS = 2,300,000)
- Torbay Weekly (online) The Fireball World Sailing Championships return to UK for the first time since 1981 (OTS = 40,503)
- BBC Radio Devon (broadcast) Bob Penfold Interview (OTS = 944,000)
- Sunday Express (print) Next Year's Fireball World Sailing Championships return to UK for the first time since 1981 (OTS = 140,492)
- Devon Live (online) Devon to host prestigious event not held in UK for decades (OTS = 1,274,415)
- Yahoo News UK (online) Devon to host prestigious event not held in UK for decades (OTS = 9,900,000)
- Herald Express (print) Fireball Champs back in the Bay in July Next Year (OTS = 3,193)
- Western Daily Press (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 3,833)
- Birmingham Mail (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 3,965)
- Derby Telegraph (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 4,536)
- Grimsby Telegraph (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 2,758)
- Hull Daily Mail (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 4,104)

Appendix: Coverage summary

'Fireball World Championships 2026' (continued)

- Leicester Mercury (print) Escape Plans – he latest news and deals from the tourism industry (OTS = 4,997)
- Liverpool Echo (print) Escape Plans – he latest news and deals from the tourism industry (OTS = 3,797)
- Manchester Evening News (print) Escape Plans – he latest news and deals from the tourism industry (OTS = 2,074)
- Nottingham Post (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 2,948)
- Nuneaton Telegraph (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 1,200)
- Plymouth Herald (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 10,200)
- South Wales Echo (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 3,175)
- South Wales Evening Post (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 4,212)
- The Gazette (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 4,245)
- The Huddersfield Daily Examiner (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 2,088)
- The Newcastle Chronicle (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 6,430)
- The Sentinel (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 6,513)
- Western Morning News (print) Escape Plans – The latest news and deals from the tourism industry (OTS = 5,863)



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